

Flexi SRDS Service Guide

Business Publication Advertising Source®

www.srds.com

My SRDS PIN Code

Login

Password

Business Publication Advertising Source
Service Guide Sponsored by Ziff Davis Media Inc.



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SRDS Support Services

Technical Support

Support is available Mon.-Fri., 8 a.m.-5 p.m. CT.
Call 1.800.851.7737.

Service Center

Service Consultants are available to assist you.
Call 1.800.851.7737 or e-mail contact@srds.com.

Business Publication Advertising Source

Data Covered

www.srds.com

Use the most comprehensive, current resource available to find objective information about advertising opportunities in trade publications. Evaluate titles with detailed publication information. Trust SRDS to update and verify all the data needed for informed decisions.

- More than 9,700 domestic, international and healthcare publication listings
- Organized into 186 market classifications
- Over 3,800 updates incorporated continuously online and monthly in print
- More than 300 card deck advertising options

Print & Online Listings Include:

Contact Information
Frequency
Publisher's Editorial Profile
Sales Personnel
Representatives/Branch Offices
Commission and Cash Discount
General Rate Policy
Black/White Rates
Combination Rates
Discounts
Color Rates
Covers
Inserts
Bleed
Special Positions
Classified/Mail Order Rates
Split-Run
Special Issue Rates and Data
Geographic and Demographic Editions
Contract and/or Copy Regulations
General Requirements
Issue and Closing Dates
Special Services
Circulation

eWEEK

BUILDING THE E-BUSINESS ENTERPRISE

A Ziff Davis Media Inc. Publication



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E-Mail scott_seltz@ziffdavis.com
URL <http://www.eweek.com>

For shipping info., see Print Media Production Source.
PUBLISHER'S EDITORIAL PROFILE

EWEK is a technology information source for builders of e-business including IT Management, CIO's, CTO's, Network Managers, IT Consultants, Corporate Management, Service Providers, and Internet Web Managers. Through a combination of news, analysis and lab-based evaluation, it guides readers in making technology decisions for their enterprises. It focuses on e-commerce, communications and Internet-based architecture. eWEEK delivers news and reviews weekly in print, daily on the Web and via webcast and through Net-based and face-to-face conferences. Rec'd 5/29/01.

1. PERSONNEL

Pub-Scott Seltz,
scott_seltz@ziffdavis.com
AP/Ad Dir. East-Mark Durrick; Ad Dir. West-Paul Simko.

2. REPRESENTATIVES and/or BRANCH OFFICES

Atlanta, GA 30305-Christine Hollington, 3405 Piedmont Rd., Ste. 460, 404-814-8990.
Dallas, TX 75225-Jenny Hedges, 150 N. Wacker Dr. 214-360-5765
Los Angeles, CA 90025-Jennifer Jachym, 11766 Wilshire Blvd., 310-268-1300.
Medford, MA 02155-Dave Mulryne, 10 Presidents Landing, 212-503-5627.
New York, NY 10016-Dave Colford, Elisabeth Paredes, Mike Piluso, 28 E. 28th St, 12th Fl. 212-503-3500.
San Francisco, CA 94105-Paul Simko, Kendra Haines, Tom Nolan, Jeff Cracolice, Molly Seitel, Dru Montgomery, 50 Beale St., 14th Fl., 415-547-8990.

3. COMMISSION AND CASH DISCOUNT

15% to agencies. Net 30 days.

ADVERTISING RATES

Effective January 1, 2001. (Issue/Card 21)
Confirmed April 2001.

5. BLACK/WHITE RATES

	1 iss	7 iss	13 iss	26 iss	39 iss	51 iss
1 page (in iss)	45,605.	44,925.	43,180.	39,355.	34,425.	26,550.
2 pages (in iss)	44,470.	43,800.	42,100.	38,370.	33,560.	25,895.
3 pages (in iss)	43,320.	42,670.	41,030.	37,390.	32,700.	25,225.
4 pages (in iss)	42,190.	41,550.	39,945.	36,400.	31,855.	24,565.
5 pages (in iss)	41,125.	40,520.	38,955.	35,500.	31,050.	23,955.
6 pages (in iss)	40,040.	39,440.	37,915.	34,555.	29,230.	23,325.

Business Publication Advertising Source

Using Print & Online Versions

www.srds.com

One Complete Source...

Two Ways to Access Comprehensive SRDS Data

Turn to both the print and online versions to access complete listings in the Business Publication Advertising Source (BPAS). Your subscription offers you the flexibility to use the format that best fits your needs.

When to Use Print Editions

Look to the print editions of the Business Publication Advertising Source to:



Access Informative Index Pages

- Review an alphabetical index of all business titles
- Quickly find out what titles have been added or deleted
- Locate titles that offer geographic and/or demographic editions
- Access a list of publisher representatives
- Identify publishing companies with multiple titles
- Stay informed with a glossary of media terms

Take Advantage of Print Convenience

- Find a telephone number or address quickly
- Work on plans in a group
- Travel without a computer
- Use a shared subscription from your library or research center
- Refer to historical data in older editions
- Access SRDS data when computer systems are down

When to Use the Online Service

The advanced online functionality streamlines your planning. With it, you can:

- Access complete SRDS listings 24/7
- Stay current with continual updates
- Access the most up-to-date international listings (available quarterly in print)
- Perform flexible searches, by classification, keyword, title or audited publications
- Instantly link to online media kits, Web sites and audit statements
- Communicate directly with key contacts through e-mail links
- Create and print contact reports
- Output data to spreadsheets (available to qualified media planners and buyers)
- Eliminate manual entry and enhance your work by copying data and logos into your documents



Business Publication Advertising Source

Conducting Class Searches

www.srds.com

Once you have logged into BPAS, you can begin searching the database. Use Class Searches to locate publications in a given market classification.

Step 1: Select Database

Choose the Database Section you want to search from the drop-down list.

Step 2: Select Search Type

Choose "Class Search" from the drop-down list and click "Search."

Step 3A: Select Class (required)

A drop-down list provides a menu of all BPAS classifications. Choose a classification.

SEARCH NOTE: After selecting a classification, you may click the "Search" button beneath the class selection box OR you may proceed to Step 3B.

Step 3B: Audit Search Options (not required)

Choose a specific audit type to further narrow your search to just those publications that are audited.

Standard Toolbar Options

New Search

Brings you back to the search selection screen; clears any previous searches.

New Class Search

Conduct another class, keyword or title search. Button indicates your last search type.

Output/Reports

Brings you to the Output/Reports set-up screen.

Consumer Database

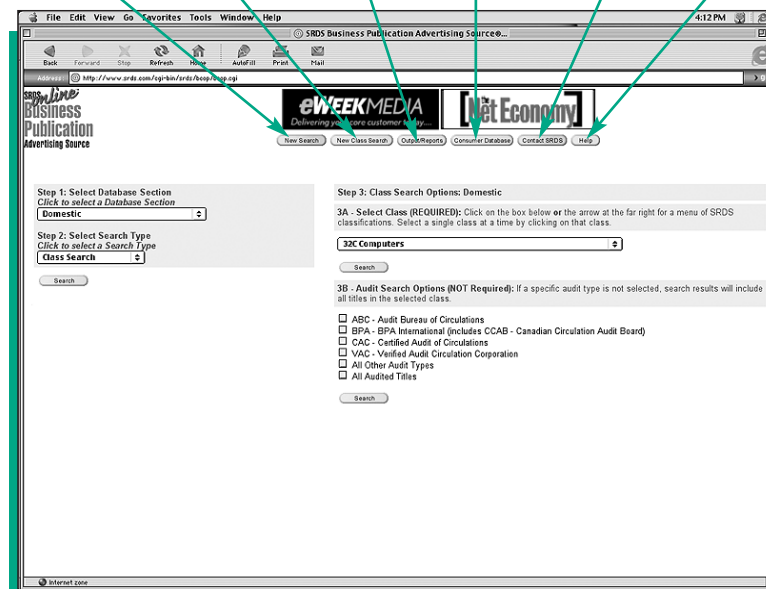
Toggle between the business and consumer databases if you have access to both with the same login and password.

Contact SRDS

Get your questions answered with prompt customer service.

Help

Access online help information.



Business Publication Advertising Source

www.srds.com

Conducting Keyword Searches

Use this search to locate titles quickly and easily. Keyword Searches are a great way to identify new and different advertising opportunities.

Step 1: Select Database

Choose the Database Section you want to search from the drop-down list.

Step 2: Select Search Type

Choose "Keyword Search" from the drop-down list and click "Search."

Step 3A: Enter Keyword(s) (required)

Enter up to two keywords and click "Search."

SEARCH NOTES:

- "And" narrows your search and results in fewer titles returned.
- "Or" broadens your search and results in more titles being returned.
- Checking "Match Whole Words Only" narrows your search by looking for an exact match of what you typed versus looking for the typed word as part of a word (Example: Cat versus Catastrophe).

Step 3B: Search Options (required)

Select the listing information against what you would like your keyword search (entered in Step 3A) performed.

Choose to search across publication title, classification names, publisher company names, editorial profiles, special feature issue, business analysis of circulation or all of the above. Click "Search" to conduct your search.

SEARCH NOTE: The more places you select, the broader your results; the fewer you select, the narrower your results.

Conducting Title Searches

Already know the titles of the publications you need to look up? Choose this quick option.

Step 1: Select Database

Choose The Database Section you want to search from the drop-down list.

Step 2: Select Search Type

Choose "Quick Search by Title" from the drop-down list and click "Search."

Step 3: Enter Publication Title

Enter as much or as little of the title as you know. The more you enter, the narrower your results; the less you enter, the broader your results. Click "Search" to conduct your search.

SEARCH NOTES:

- Correct spelling and usage of punctuation is required for accurate results.
- Checking "Match Whole Words Only" narrows your search by looking for an exact match of what you typed versus looking for the typed word as part of a word (Example: Cat versus Catastrophe).

Business Publication Advertising Source

Search Results

www.srds.com

Results Menu

The results of your Class, Keyword or Title Search will appear in the left frame of the screen (results menu).

- Class Search results are returned in alphabetical order.
- Keyword Search results are arranged by class and then alphabetically within each class.
- Title Search results are arranged by class and then alphabetically within each class.

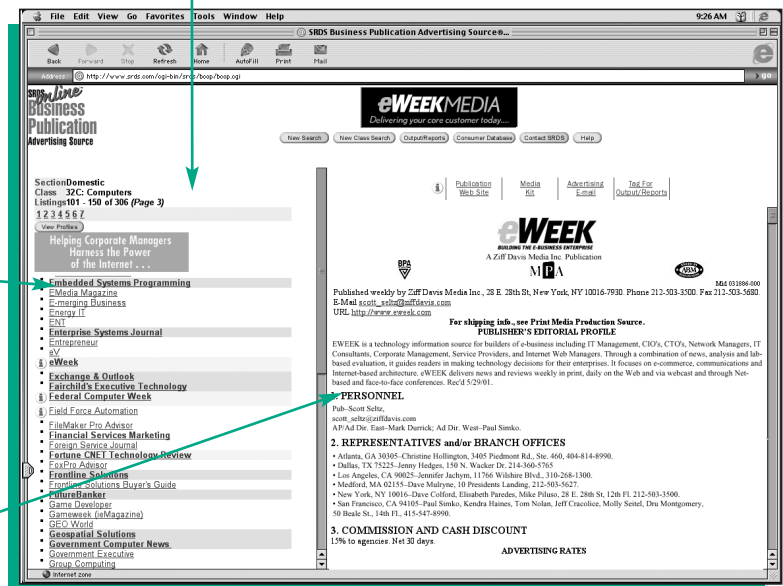
Above the search results is a summary of your search criteria and the total number of listings that matched your search criteria. The first 50 listings ("Page 1" of your results) appear in the left frame. To view more listings in your search results, click the page number you wish to see.

Link to Listing

Click on a title in the results menu and all of the complete, objective SRDS listing information for that title will appear in the right frame.

View Detailed Listing

The comprehensive and current data includes: corporate and advertising contact information, including e-mail addresses and URLs; rates for black/white, color and special positions; issue and closing dates; special issues and services available; circulation; and general policies.

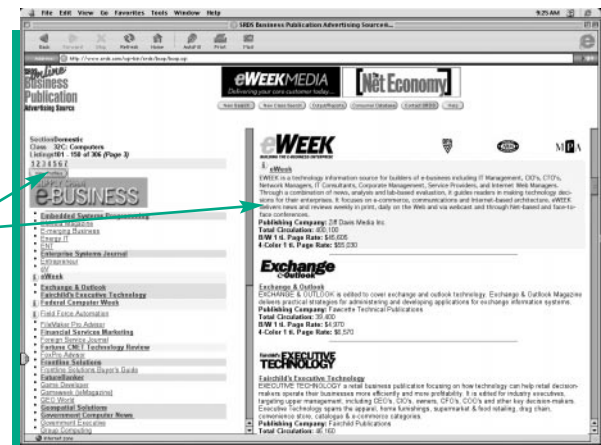


IMPORTANT SEARCH RESULTS NOTES:

- Searches cannot be saved.
- You will lose your current Search Results if:
 - You conduct any new search.
 - You exit the service.
 - Another user logs in with your PIN code while you are using the service.

View Profiles

Click on the "View Profiles" button to view topline information for all listings in your search results menu. Profiles include: editorial profile, publishing company name, total circulation and open rate information. This is a quick way to evaluate titles.



Business Publication Advertising Source

Connecting to Additional Information

www.srds.com

The online service is your information center, offering interactive links to related information directly from SRDS listings. Click on the following options to get more information:

Publication Web Site

Link directly to the publication's Web site for additional information.

Media Kit

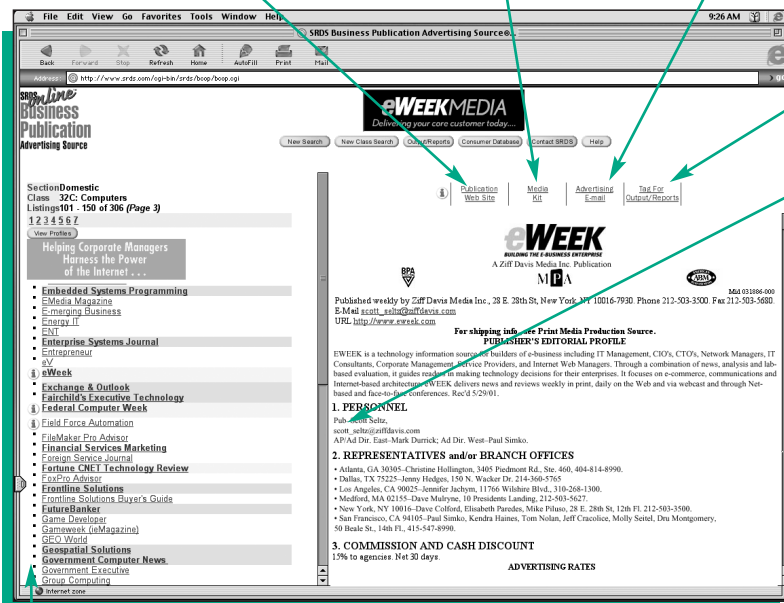
Link directly to the publication's online media kit. No more waiting for mail, faxes or overnight packages.

Advertising E-Mail

Send e-mail to advertising personnel at the publication. (Your Web browser must be e-mail enabled. Check with your company's IT department.)

Tag for Output/Reports

Tag publications you are considering and place them in a "Shopping Cart" for review and later use. (See Creating Reports on pg. 8 of this guide for additional functionality.)





E-Mail Personnel

Send e-mails to individuals or departments at the publication.

BPA/CCAB Audits

If the publication is BPA/CCAB audited, you can link directly to the complete audit statement from the audit information at the bottom of the listing. (You must have Adobe Acrobat Reader installed. Check with your company's IT department.) For questions about BPA or CCAB audit statements, contact BPA at (212) 779-3200 or info@bpai.com.

Enhanced Listings

Some listings are boldfaced, yellow, gray or have a flashing, red  next to them because the publisher wishes to draw your attention to their title. The flashing, red  indicates that the publisher has additional information of interest for you to view.

ABC Audits

ABC members can link directly to complete ABC audit statements from the audit information at the bottom of the listing. If you are not an ABC member, contact ABC at (847) 879-8267 or service@accessabc.com.

Business Publication Advertising Source

Creating Reports

www.srds.com

Tagging

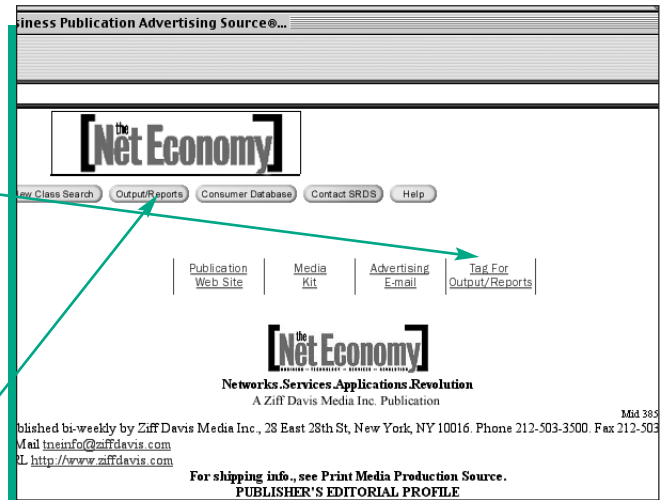
As you view your search result listings, you have the opportunity to “tag” any listing that you might want to use in your plan.

Within the listing detail, save a listing by clicking on the blue “Tag for Output/Reports” option at the top of the listing.

NOTE: The color of the “Tag for Output/Reports” label changes to indicate the publication is tagged for later use.

Output/Reports

When you have finished tagging listings, click on the “Output/Reports” button at the top of the page. You are presented with a drop-down list of Output/Reports options. Available options are discussed next.



Contact Reports

Select “SRDS Contact Report” to get a complete report of publications you’ve tagged. Information provided in a Contact Report includes editorial profile, publisher company name, Web site address, media kit Web site address, phone and fax numbers and e-mail addresses.

Scroll down the left frame to view the listings you have tagged.

To delete titles you are no longer interested in:

- Click the “CLR” (Clear) button to delete ALL tagged titles.
- Click the “X” button next to the relevant title to delete a single title.

To review the listing detail on a tagged title:

- Click the title and the complete listing information loads in the right frame.

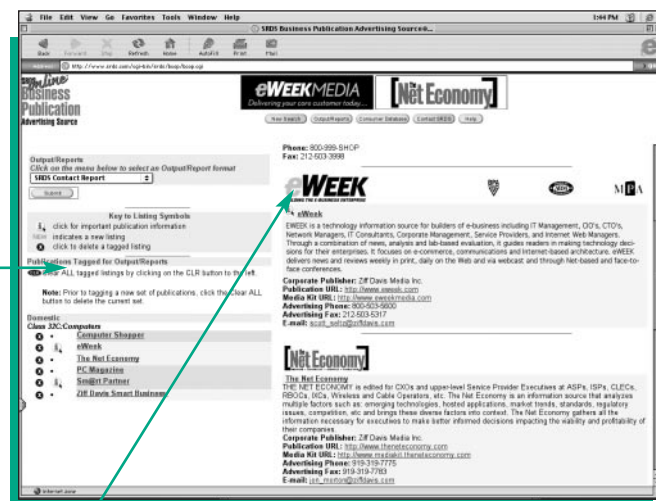
To conduct another search and add titles:

- Click “New Search.”
- Conduct desired search.
- Tag listings as detailed above.

To create the report with your final list of titles:

- Choose “SRDS Contact Report” and click “Submit.”

Your Contact Report loads in the right frame.



NOTE: Tagged publications will only remain tagged during the current browser session. If you close your browser or your Internet connection is interrupted, your session will end and the tagged publications will be lost.

Contact Reports CANNOT be saved. To print Contact Reports or copy and paste them into documents, refer to pages 11-12 of this guide.

Business Publication Advertising Source

Creating Reports

www.srds.com

Output to Spreadsheet

Available to qualified users, the Output to Spreadsheet feature streamlines planning by enabling you to conveniently export online SRDS data to build custom plans, eliminating manual entry.

Scroll down the left frame to view the listings you have tagged.

To delete titles, review listing detail or add titles to this report follow the same steps for creating Contact Reports on page 8 of this guide.

Remember, tagged publications will only remain tagged during your current browser session.

- Choose "Output to Spreadsheet" from the report drop-down list and click "Submit" to output information on the titles you have tagged.

In the right frame, you are presented with a set of data elements that you can choose to output into a report. They are:

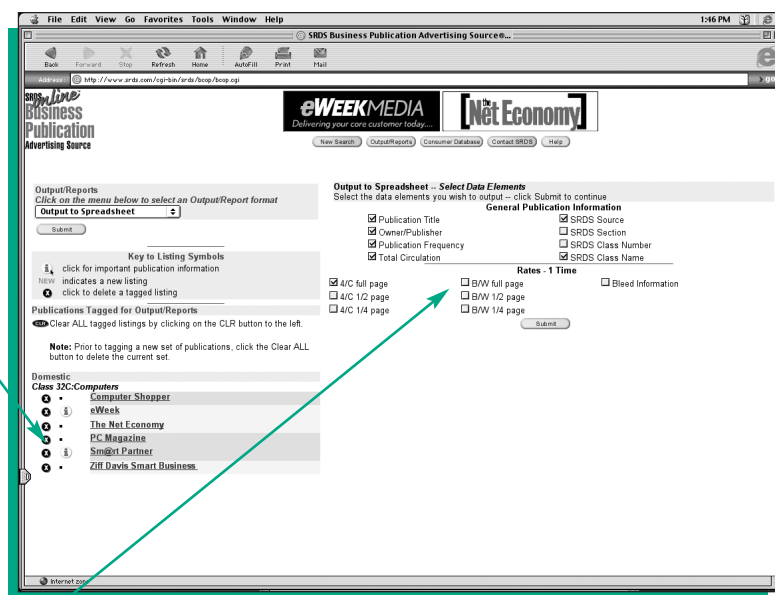
General Publication Information:

Publication Title
Owner/Publisher
Publication Frequency
Total Circulation
SRDS Source
SRDS Section
SRDS Class Number
SRDS Class Name

Rates - 1 Time:

4/C full page
4/C 1/2 page
4/C 1/4 page
B/W full page
B/W 1/2 page
B/W 1/4 page
Bleed Information

- Select the data elements you want to output and click "Submit."



The right frame reloads to confirm that the selected data will output as a comma-delimited (.CSV) file to most spreadsheet applications in PC or Macintosh platforms.

- Click "Submit" to output the data.
- Most browsers will give the option to save the file to a disk or open it in the current location; select "Save File." Your browser's "Save As" box will appear.
- Name and save the file in the desired drive/folder. Be sure to remember what you named this file in order to retrieve it.

NOTE: This feature can be easily added for qualified users with a current subscription. For media planners and buyers who have influence over ad spending, this feature can be added without additional fees.

To apply for the Output to Spreadsheet feature, please contact the SRDS Service Center at 1.800.851.7737 or contact@srds.com.

Business Publication Advertising Source

Integration

Creating Reports

www.srds.com

Output to Spreadsheet

Retrieve your file by opening it from the location where you saved it. The type of file you saved the report as (Word, Excel, etc.) will determine the format you will open it in. (See the help notes for Output to Spreadsheet in the online service for additional information.)

NOTE: An "*" appearing in your spreadsheet means the selected data is not available in the requested format. In these instances, please refer to the publication's detailed listing for additional information.

Publication Title	Owner Publisher	Frequency	Total Circulation	Circulation Type	1x4/c Page	SRDS Class Name
Computer Shopper	Ziff Davis Media Inc.	monthly	504352	ABC	21,50	Computers
eWeek	Ziff Davis Media Inc.	weekly	400100	BPA	53,50	Computers
Interactive Week	Ziff Davis Media Inc.	weekly	250100	BPA	34760	Computers
The Net Economy	Ziff Davis Media Inc.	bi-weekly	75000	SWORN	13195	Computers
PC Magazine	Ziff Davis Media Inc.	bi-weekly	1228362	ABC	75820	Computers
Smart Partner	Ziff Davis Media Inc.	weekly	85100	BPA	18800	Computers
Ziff Davis Smart Business	Ziff Davis Media Inc.	monthly	1001591	ABC	61200	Computers

Customize Your Spreadsheet to Meet Your Needs

The Output to Spreadsheet feature was developed to work in conjunction with the Web browser and spreadsheet application of your choice. This allows you to customize your media plan to fit your needs. The Output to Spreadsheet feature supplies the data in a workable, easy-to-use format. Using your spreadsheet application's functions (and a little creativity), you may add and delete data and information, add calculations, incorporate borders and color, etc.

Business Publication Advertising Source

Enhancing Your Documents: Copying & Pasting

www.srds.com

Copy and paste listing information, logos, cover snapshots and Contact Reports into presentations and documents, eliminating manual entry.

Copying & Pasting Text

- Highlight the text you would like to copy by clicking and dragging your mouse over the text.
- Click "Edit" on your browser toolbar and then click "Copy" or the "Ctrl" (Control) and "C" keys.
- After opening your document, click where you wish to paste the text, click "Edit" on your toolbar and then click "Paste" or the "Ctrl" (Control) and "V" keys.

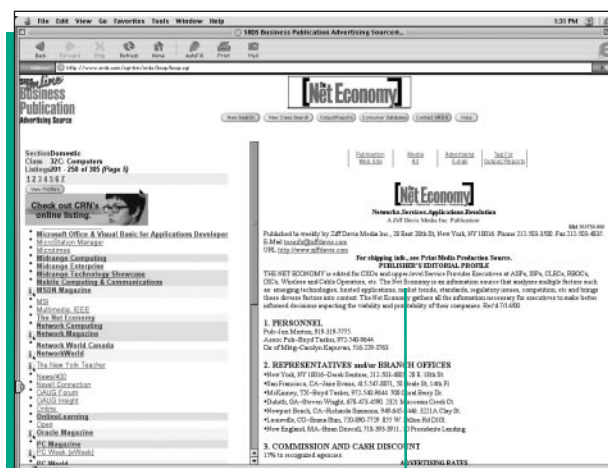
Copying & Pasting Images

To copy images:

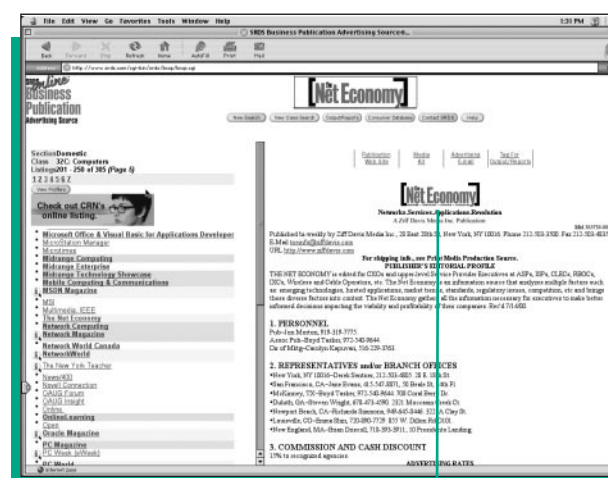
- Right-click your mouse on the image you would like to copy.
- Click "Save Picture/Image As" and a pop-up window appears asking where to save the file.
- Select where on your hard drive you wish to save the image.
- Name the image, leaving the default file type.
- Click "Save."

To paste images:

- Open the document.
- Click where you wish to place the image.
- Click "Insert" from your toolbars, then "Picture" and then "From File."
- Locate and click on the file of the image you just saved.
- Click "Insert."



PUBLISHER'S EDITORIAL PROFILE
THE NET ECONOMY is edited for CXOs and upper-level Service Provider Executives at ASPs, ISPs, CLECs, RBOCs, IXCs, Wireless and Cable Operators, etc.



[the Net Economy]
NETWORKS • SERVICES • APPLICATIONS • REVOLUTION

Business Publication Advertising Source

Enhancing Your Documents: Printing Information

www.srds.com

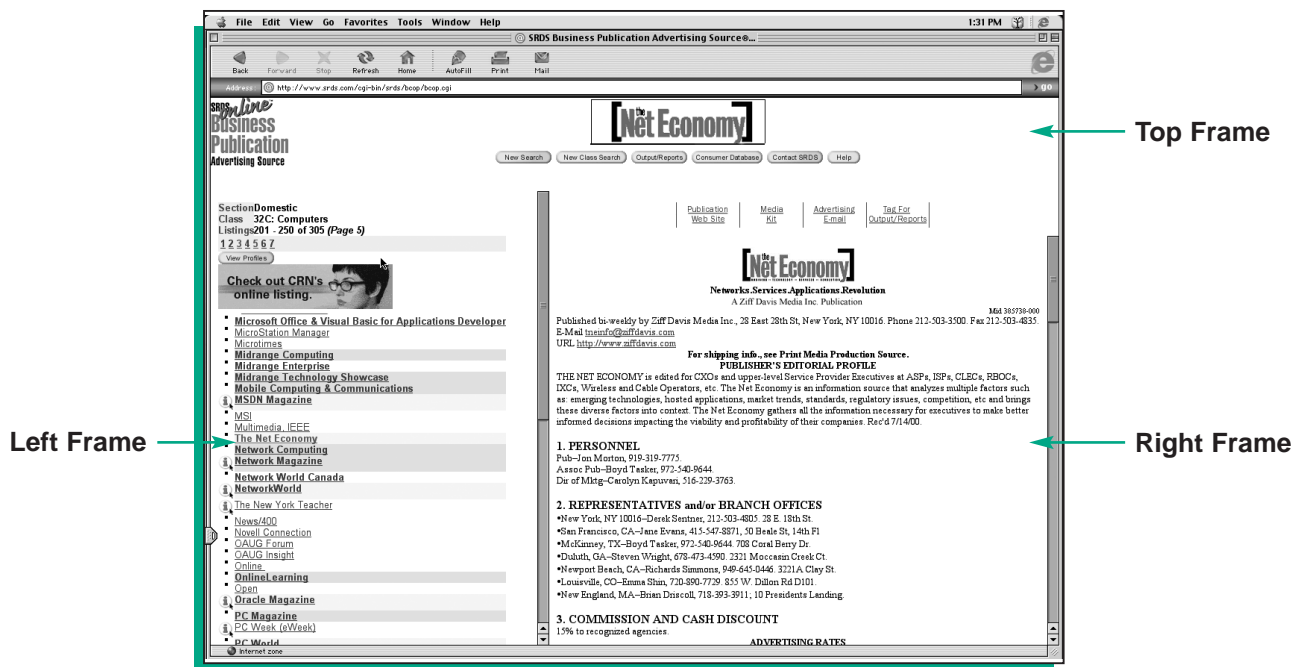
Printing SRDS Information

You may find it helpful to print information such as search results, listing details, profiles and reports. Remember, the searches and reports you've done cannot be saved in the SRDS online service.

SRDS online services utilize three browser frames. As such, printing may vary slightly by browser and version.

Depending on your browser, you may print the entire screen or select frames. Simply click anywhere in the frame you would like to print to activate the frame and then select the available printing option from your browser.

To print Output to Spreadsheet reports, print as you would from the application to which you saved your output report.



Have additional questions about using the Business Publication Advertising Source?
Call 1.800.851.7737

Business Publication Advertising Source

Integration

Industry Resources

www.srds.com

ASSOCIATIONS

American Association of Advertising Agencies (AAAA)

405 Lexington Ave., 18th Fl.
New York, NY 10174
212-682-2500
<http://www.aaaa.org>

American Advertising Federation (AAF)

1101 Vermont Avenue, Suite 500
Washington, DC 20005
202-898-0089
<http://www.aaf.org>

American Marketing Association (AMA)

311 S. Wacker, Suite 5800
Chicago, IL 60606
312-542-9000
<http://www.ama.org>

Association of National Advertisers (ANA)

708 Third Avenue
New York, NY 10017
212-697-5950
<http://www.ana.net>

Agricultural Publisher's Association

1000 Executive Parkway
Creve Coeur, MO 63141
314-576-7957
<http://www.agmedia.org>

American Business Media

675 Third Ave., Suite 400
New York, NY 10017-5704
212-661-6360
<http://www.americanbusinessmedia.com>

Magazine Publishers of America

Magazine Advertising Bureau
919 Third Ave., 22nd Floor
New York, NY 10022
212-752-0055
<http://www.magazine.org>

National Association of Publishers' Representatives

P.O. Box 3139-3139
New York, NY 10163
212-685-3254
<http://www.naprassoc.org>

Publishers Information Bureau (PIB)

919 Third Avenue, 22nd Fl.
New York, NY 10022
212-872-3700
<http://www.magazine.org/aboutmpa/departments/pib.html>

Society of National Association Publications

1595 Spring Hill Road, Suite 330
Tysons Corner, Vienna VA 22182
703-506-3285
<http://www.snaponline.org>

AUDITING ORGANIZATIONS

Audit Bureau of Circulation (ABC)

900 N. Meacham Rd.
Schaumburg, IL 60173-4968
847-605-0909
<http://www.accessabc.com>

BPA International

270 Madison Ave.
New York, NY 10016
212-779-3200
<http://www.bpai.com>

Canadian Circulations Audit Board

90 Eglinton Ave East, Suite 980
Toronto, ON M4P 2Y3
416-487-2418
<http://www.bpai.com>

Certified Audit of Circulations, Inc.

155 Willowbrook Blvd.
Wayne, NJ 07474-0379
973-785-3000
<http://www.certifiedaudit.com>

Verification of Bulk Distribution Div. of Certified Audit of Circulations, Inc.

155 Willowbrook Blvd.
Wayne, NJ 07474-0379
973-785-3000
<http://www.certifiedaudit.com>

Verified Audit Circulation Corporation

517 Jacoby St., Suite A
San Rafael, CA 94901
415-457-3868
<http://www.verifiedaudit.com>

MEDIA PLANNING AND BUYING SCHOOLS/TRAINING

The Media School

P.O. Box 110
Ardmore, PA 19003
Phone: 610-649-0704
<http://www.themediaschool.net>

Media Buying Academy

4700 Marblehead Street
Harrisburg, PA 17109
Phone: 800-622-2893
<http://www.mediabuyingacademy.com>

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